

# Unit 7A

## PsychSim 5: ICONIC MEMORY

Name: \_\_\_\_\_ Section: \_\_\_\_\_

Date: \_\_\_\_\_

This activity simulates Sperling's classic experiments on the duration of visual sensory memory.

### **Free Recall Test**

- What was your score on the free recall test? \_\_\_\_\_

### **Iconic Memory**

- What is Sperling's theory of iconic memory? What is an "icon?"

- What is Sperling's partial report task? How does it test his theory of iconic memory?

### **Partial Report Test**

- What was your score on the partial report test? \_\_\_\_\_
- Are your results consistent or inconsistent with typical results? What do typical results suggest?

### **Delayed Partial Report Test**

- What was your score on the delayed partial report test? \_\_\_\_\_
- What does the typical drop in performance tell us about the duration of iconic memory?